

101

THINGS TO DO
Your #1 Travel Source

[What is 101 Things to Do?](#) || [Sales Strengths](#) || [Rate Cards, Distribution & Online Packages](#) || [Ad Specifications](#) || [Contact Us](#)



AD SPECS / PRINT



All ads and materials must be submitted in compliance with the standards listed below.

A printed color proof must be submitted to the Sales Representative for color matching. 101 Things To Do is not responsible for ads sent without proofs or ads that do not meet our electronic submission requirements. 101 Things To Do will charge a design fee for any corrections or additions made to submitted ads. Advertising materials submitted past deadline are subject to additional charges.

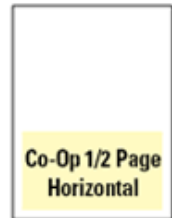
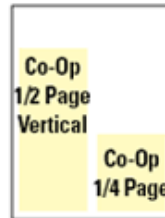
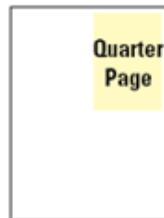
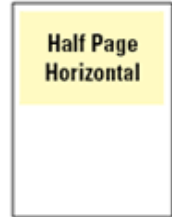
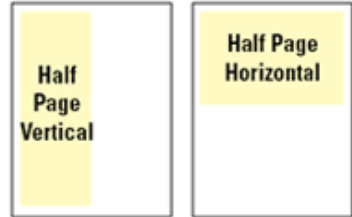
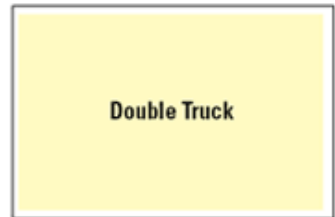
PRODUCTION SPECIFICATIONS

Live content must be 0.375" from trim to allow for trimming, folding, and binding

	BLEED	TRIM	LIVE AREA
2 Page Spread	16.5 x 11.125	16 x 10.625	15.25 x 9.875
Full Page	8.5 x 11.125	8 x 10.625	7.25 x 9.875
1/2 Pg Horiz. Bleed	8.5 x 5.6875	8 x 5.1875	7.25 x 4.8125
1/2 Pg Vert. Bleed	4.375 x 11.125	3.875 x 10.625	3.5 x 9.875

MEASUREMENTS

1/2 Page Horizontal Standard	7.25 x 4.8125
1/2 Page Horizontal Co-Op	7.25 x 4.0
1/2 Page Vertical Standard	3.5 x 9.875
1/2 Page Vertical Co-Op	3.5 x 8.25
1/4 Page Standard	3.5 x 4.8125
1/4 Page Co-Op	3.5 x 4.0
Coupon	3.5 x 1.5



ADOBE ACROBAT: (PDF FORMAT) All resulting PDFs must be high resolution (300 dpi). All PDF files should be created without crop marks. Fonts must be embedded on all PDF files. Any files not meeting these criteria will be rejected.

ADOBE INDESIGN CS2: All linked images and fonts included (we recommend using "Package"). A 300 dpi PDF must be submitted as well.

ADOBE PHOTOSHOP CS2: PSD, EPS, JPG and TIF are accepted. Resolution must be 300 dpi. Color mode must be CMYK. Fonts must be included with PSD or TIF files containing text.

ADOBE ILLUSTRATOR CS2: Convert all fonts to outline. Do not embed images. Link them to the document and submit them with native document.

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UNACCEPTABLE FILE FORMATS: Quark XPress, Microsoft Word, Microsoft Publisher, Microsoft PowerPoint or any word processing program. No TIFF It, or CT/LW files will be accepted.

OTHER REQUIREMENTS:

FONTS - Include a copy of ALL fonts used in your files. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Open Type or Macintosh Postscript Type I.

GRAPHICS - EPS, JPG, PDF, PSD and TIF files are accepted. Resolution must be 300 dpi and should be provided at final size (100%). Color mode must be CMYK.

MATERIALS DELIVERY:

Ads must be submitted via FTP or email, or on DVDs, CDs. Film will not be accepted.

FTP Site Access: <ftp://pnllz.pni.com>

ISLAND	LOGIN	PASSWORD (Case Sensitive)
Big Island	adtdhibi	2oh4Hlbigisland
Kauai	adtdhika	6ojKHlkauai
Maui	adtdhima	14m3Hlmaui
Oahu	adtdhioa	143mHloahu

Email (Maximum file size 3MB):

All Islands ads@101thingstodo.com

Include in the subject line of your email the following: "Name of Advertiser/Publication/Issue Date."

101 Things To Do is not responsible for misdirected emails or errors in submitted ads.

To prevent file corruption, always use Stuffit, Zip, or any Macintosh self-extraction format.

MAILING ADDRESS: 700 Bishop Street, Bishop Street Tower Suite 501 Honolulu, Hawaii 96813

TECHNICAL ASSISTANCE:

If you have technical questions or need assistance regarding these specifications call **808.951.6790**



If you don't already have the Adobe Acrobat Reader software installed, you can download a free copy from the Adobe internet site. You only need to do this once.